

WHAT IS CLAIMED IS:

1. A sticking roller for sticking a label to an adherend, comprising a shaft-shaped roller body, and an elastic member which is fitted on the outer circumference of said roller body and contacts with a non-adhesive face of said label,

said roller body having a fitting part for fitting the elastic member on the outer circumferential surface,

said elastic member being fitted in said fitting part, wherein the top surface of said elastic member is arranged above the outer circumferential surface of said roller body.

2. A sticking roller according to claim 1,

said adherend being an information recording board which has a nearly doughnut shape in a plan view,

said elastic member being formed into a nearly doughnut shape corresponding to the plan shape of said information recording board,

said fitting part having stepped portions along an inner circumferential edge and an outer circumferential edge of said elastic member, wherein said stepped portions regulate a deformation or shift of said elastic member in its surface direction when a sticking force is applied to the label on the surface of said elastic member.